

**City of Greensboro Planning Department
Zoning Staff Report
January 14, 2008 Public Hearing**

The information provided in this staff report has been included for the purpose of reviewing proposed zoning changes. Since the zoning process does not require a site plan, there may be additional requirements placed on the property through the Technical Review Committee process to address subdivision and development regulations.

Item: D
Location: 1939 and 1941 New Garden Road (west side of New Garden Road north of Brassfield Road)

Applicant: Carl Essa
Owner: Carl Essa

From: CD-GB
To: CD-GB

Conditions:

- 1) Permitted Uses: All uses permitted in the Limited Business zoning district except Land Clearing and Inert Debris Landfills, Junked Motor Vehicles, Convenience Store (with and without fuel pumps) and any use requiring drive-thru service.
- 2) The front façade of any building shall be of primarily brick, stone, stucco, textured masonry and/or glass.
- 3) All buildings will be developed with similar architectural style, including building façade articulations.
- 4) Freestanding signage shall be limited to two monument signs along New Garden Road with a maximum height of ten feet.
- 5) Maximum height of any building shall be limited to two stories.
- 6) Exterior lighting shall be designed in a manner to eliminate direct illumination onto adjoining residential properties.
- 7) Interior pedestrian circulation between the principal building(s) and public streets shall be provided through the use of clearly defined walkways.
- 8) Maximum gross floor area for any single building shall be 28,000 square feet.
- 9) Maximum percentage of gross square footage devoted to retail use shall be sixty percent (60%).
- 10) Any building on the subject property will incorporate architectural features (e.g., pitched roof, cornices, etc.) to provide compatibility with buildings on other properties in the immediate area.

SITE INFORMATION	
Maximum Developable Units	N/A
Net Density	N/A
Existing Land Use	Commercial building under construction
Acreage	2.6
Physical Characteristics	<i>Topography:</i> Grading underway <i>Vegetation:</i> N/A <i>Other:</i> N/A
Overlay Districts	N/A
Historic District/Resources	N/A
Generalized Future Land Use	Mixed Use Commercial
Other	Within an Activity Center

SURROUNDING ZONING AND LAND USE		
Location	Land Use	Zoning
<i>North</i>	Fellowship Presbyterian Church	RS-12
<i>South</i>	Brassfield Park Apartments	RM-12
<i>East</i>	Retail/residential development under construction and Friendly Acres Subdivision	CD-PDM & RS-12
<i>West</i>	Brassfield Park Apartments	RM-12

ZONING HISTORY		
Case #	Year	Request Summary
3516	2006	This property was rezoned from RS-12 from the 1992 UDO to CD-GB.

DIFFERENCES BETWEEN CD-GB (EXISTING) AND CD-GB (PROPOSED) ZONING DISTRICTS	
CD-GB: Primarily intended to accommodate a wide range of retail, service, and office uses.	
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TRANSPORTATION	
Street Classification	New Garden Road – Major Thoroughfare.
Site Access	Existing.
Traffic Counts	New Garden Road ADT = 16,500 (2005).
Trip Generation	N/A.
Sidewalks	Existing.
Transit	No.
Traffic Impact Study	Not required per TIS Ordinance.
Street Connectivity	N/A.
Other	N/A.

ENVIRONMENTAL REVIEW	
Water Supply Watershed	Yes, site drains to Greensboro Watersupply Watershed WS III
Floodplains	N/A
Streams	N/A
Other	Maximum built upon area (BUA) per watershed density is 70% of the site acreage for high density development. If high density development (24%-70% of BUA) is proposed all the built upon area must drain and get treated by a State approved water quality device (pond or similar). If low density development is proposed site must meet score sheet requirements.

LANDSCAPING REQUIREMENTS – PROPOSED LUC = 3	
Location	Required Planting Yard Type and Rate
<i>North</i>	Type D Yard – avg. width 5'; 0 canopy/100'/2 understory trees/100'/18 shrubs/100'
<i>South</i>	Street Yard – avg. width 8'; 2 canopy/100'0 understory/100'/17 shrubs/100'
<i>East</i>	NA – triangular shaped lot
<i>West</i>	Type C Yard – avg. width 20'; 2 canopy/100'/3 understory/100'/17 shrubs/100'

TREE PRESERVATION REQUIREMENTS	
2.6 ac.	All trees 4' or greater DBH which are located within the required planting yards

CONNECTIONS 2025 COMPREHENSIVE PLAN POLICIES

Connections 2025 Written Policies:

Growth at the Fringe Goal: Provide a development framework for the fringe that guides sound, sustainable patterns of land use, limits sprawl, protects rural character, evidences sound stewardship of the environment, and provides for efficient provision of public services and facilities as the City expands. Development will increase density and mix land uses at a pedestrian scale with sidewalks, bikeways, and where possible, public transit.

POLICY 4G.1: Promote compact development.

Economic Development Goal: Promote a healthy, diversified economy with a strong tax base and opportunities for employment, entrepreneurship and for-profit and non-profit economic development for all segments of the community, including under-served areas such as East Greensboro.

Connections 2025 Map Policies:

The area requested for rezoning lies within the following map classifications:

Mixed Use Commercial: This designation is intended to promote a mix of uses, of which various commercial uses remain predominant, but where residential, service, and other uses are complementary. Where applied to older highway corridors characterized by “strip” commercial uses, the intent is to encourage infill and redevelopment for a more diverse and attractive mix of uses over time. Examples include residential units over commercial uses or a wider array of economically viable uses to replace obsolete uses. Such areas also may represent opportunities for the introduction of substantial higher density and/or mixed-income housing, with negligible impacts on, or resistance from, nearby single-family neighborhoods. Ensuring that buildings are of the appropriate scale and intensity is critical, as is ensuring that sites are designed in a coordinated, as opposed to a lot-by-lot, manner. New “strip” commercial development is discouraged.

CONFORMITY WITH OTHER PLANS

The following aspects of relevant plans may be applicable in this case:

City Plans: N/A

Other Plans: N/A

STAFF COMMENTS

Planning: The commercial portion of the CD-Planned Unit Development – Mixed District (#3419), approved by City Council on January 24, 2006, is opposite a portion of the subject property. That section of the PUD consists of 6 acres and permits all uses allowed in the GB District with the exception of a list of certain excluded uses. It is limited to a maximum of 50,000 square feet of gross floor area and is limited to monument signs with a maximum height of 6 feet.

The applicant has requested changes to two previously approved conditions regarding the maximum square footage for any single building and limitations on the number of freestanding signs permitted. While the increase in maximum square footage runs counter to the previously approved square footage limitation, staff feels the requested increase is limited enough that it would not significantly affect the desired goal of encouraging multiple uses for the property rather than a single large use. The request for increased signage also does not appear to significantly alter previously approved requirements as the maximum height for these signs has not been increased and City standards requiring significant separation must also be met.

This property lies on the edge of an Activity Center focused around Battleground Avenue and New Garden Road which promotes higher density and intensity of uses. This project offers a good transitional land use from the more intensive commercial to the north and the higher

density residential to the south. This site also represents the westernmost extent of nonresidential zoning along this side of New Garden Road.

GDOT: No Additional comments.

Water Resources: No additional comments

Housing & Community Development: No additional comments.

STAFF RECOMMENDATION

Based upon the information contained in this report, the Planning Department recommends approval of this request.

ADDITIONAL INFORMATION